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September 6, 2013

TO: Each Health Deputy

FROM: Jonathan E. Fielding, M.D., M.P.H. *JEF*
Director and Health Officer

SUBJECT: DRINK UP CAMPAIGN

This is to inform you that the Department of Public Health (DPH) is partnering with First Lady Michelle Obama, *Let's Move!*, and the Partnership for a Healthier America on "Drink Up," a nationwide public health campaign to encourage people to drink water more often.

The campaign will launch with a national press event on September 12, 2013. DPH will be identified as a partner at the press event, on the "Drink Up" website, and in social media materials. DPH will support this effort by including the "Drink Up" message in our public education campaigns, as well as through our work to improve nutrition in schools, child care settings, and county agencies. DPH will also incorporate the "Drink Up" campaign in our Choose Health LA Restaurants program, which recognizes restaurants offering healthier options, including access to free water.

Please let me know if you have any questions or need additional information.

JEF:lma

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